

SUPPLEMENT TO CONTRACT FOR
ADVERTISING AUTHORIZED BY A CANDIDATE

CONTRACT NO. # 263616

1. THE NAME OF THE CANDIDATE IS: Al Lombardi.
2. THE CANDIDATE SEEKS ELECTION TO THE OFFICE OF Brow. Co. Sheriff in the Primary Election, General Election, or Special Election.
3. THE NAME OF THE CANDIDATE'S AUTHORIZED COMMITTEE IS
Committee to Elect -
4. THE TREASURER OF THE AUTHORIZED COMMITTEE IS
Jesse Riesco
5. THE CONTACT PERSON FOR THE PURCHASER IS:
Gary Heinrichs
Name
18250 NW 60th Ave
Address
Ridlick, Fl 32686 352-389-0262
Phone Number

6. THE TOP OFFICERS* OR THE MEMBERS OF THE BOARD OF DIRECTORS OF THE PURCHASER ARE:

Jesse Riesco

* The Treasurer is often the only top officer of a Candidate Committee.



WPLG

ORDER

Print Date 11/02/12 Page 1 of 1

Flight Dates 10/29/12-11/06/12

Contract / Revision 263616 /Original Date / Revision
11/02/12 11/02/12 Agency Com 15%
Billing ContactAdvertiser Pol/AI Lamberti for Sheriff C.18250 NW 60th Ave
Reddick, FL 32686Agency GHH IncorporatedBuying Contact
Sales Office MIA
Sales Region LOC
18250 NW 60th Ave
Reddick, FL 32686 Agency Ref

Order Sep 00:15:00
Estimate # Est 1012
Alt Order #
Billing Type Cash
Order Type GENERAL
Billing Cycle EOM/EOC
Billing Calendar BROADCAST
Demographic A25-54
Rev Codes AGY POL CAND
Product Codes Political
Priority P-2
Advertiser Ref

Primary Account Executive

Local House

Account Executive	Order%	Start Date	End Date
Local House	100%		

Order Share 28% Market Value 12500

Competing Station	% of Order	Amount
WBFS	%	0
WBZL	%	0
WFOR	33%	4125
WPXM	%	0
WSVN	23%	2875
WTVJ	16%	2000

Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
November 2012	3	\$2,975.00	\$3,500.00	0.00	10/29/12	11/03/12	3	\$2,975.00	\$3,500.00
Totals	3	\$2,975.00	\$3,500.00	0.00					

Billing Plan

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Totals
E 5	WPLG	11/03/12	11/03/12	College Football 12n SaCM	12n-330p		-----S-	:30	1	\$500.00	LUR	0.00	NM		1 \$500.00
				College Football Sat											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----S-		1	\$500.00			0.00					
6	WPLG	11/03/12	11/03/12	College Football 330p SaCM	330-7P		-----S-	:30	1	\$1,500.00	LUR	0.00	NM		1 \$1,500.00
				College Football Sat											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----S-		1	\$1,500.00			0.00					
7	WPLG	11/03/12	11/03/12	College FB Sat Prime 8pCM	8-11:30P		-----S-	:30	1	\$1,500.00	LUR	0.00	NM		1 \$1,500.00
				College FB Sat Prime 8p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----S-		1	\$1,500.00			0.00					
		Totals												3 \$3,500.00	